IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with <u>underlining</u> and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please ADD new claims 13-15 in accordance with the following:

1. (ORIGINAL) An advertising method for broadcasting advertisements to user-operated, network-interconnected computers including a first computer operated by a first user and a second computer operated by a second user, the method including:

a status administration step of administrating status of users including the first user and the second user;

a status broadcast step of receiving from the first computer and broadcasting to the second computer the status of the first user;

a memory step of correlatively recording in an advertising database resource identification information specifying a resource on the network with advertising information including image data for the advertisements;

an advertising acceptance step of accepting from said computers at least one selected from the resource identification information and the advertising information to be recorded by said memory step;

a storing step of storing in said advertising database information received in said advertising acceptance step;

a resource detection step of detecting resource identification information for a first resource in use by the first user;

an extraction step of extracting from the advertising information recorded in said memory step first advertising information corresponding to the resource identification information for the first resource, detected in said detection step;

a broadcast step of broadcasting to the second computer said first advertising information extracted in said extraction step; and

an advertising step for displaying as status of the first user on the second computer advertising image data included in said first advertising information broadcast in said broadcast step.

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2. (PREVIOUSLY PRESENTED) An advertising device for broadcasting advertisements to user-operated, network-interconnected computers, including a first computer operated by a first user and a second computer operated by a second user, the advertising device comprising:

status administration means for administrating the status of users including the first user and the second user, and for receiving from the first computer and broadcasting to the second computer the status of the first user;

an advertising database for correlatively recording resource identification information specifying resources on the network with advertising information including image data for the advertisements;

advertising acceptance means for accepting from the computers
unregistered advertising information to be recorded in said advertising database and designations of already registered resource information included in the resource identification information, or

unregistered resource identification information to be recorded in said advertising database;

storing means for storing in said advertising database information accepted by said advertising acceptance means;

resource receiving means for receiving from the first computer first resource identification information specifying a first resource included in the resources the first user is using;

extraction means for extracting from said advertising database first advertising information included in the advertising information and corresponding to the first resource identification information received by said receiving means; and

broadcast means for broadcasting to the second computer said first advertising information extracted by said extraction means.

3. (PREVIOUSLY PRESENTED) An advertising device according to claim 2, wherein said advertising database further stores communications addresses for owners of each item of resource identification information included in said resource identification information, said advertising device further comprising:

determination means for determining whether, when said advertising acceptance means has accepted from the computers the unregistered advertising information and a designation for the already registered resource identification information, the owner of the unregistered advertising information is identical with the owner of the already registered resource;

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inquiry means for inquiring whether the unregistered advertising information may be correlated with the already registered resource identification information, pursuant to the results of the determination by said determination means , said inquiry to be made using a communication address for the owner of the already registered resource identification information; and

response receiving means for receiving a response to the inquiry, and in accordance with the response delivering the designation of the already registered resource identification information and the unregistered advertising information to said storing means.

4. (ORIGINAL) An advertising device according to claim 2, wherein:

advertising information contained in said advertising information further includes detailed identification information for specifying detailed information on the network, the detailed information defining advertising content in detail;

said advertising database further records the detailed identification information; and

said advertising acceptance means further accepts the detailed identification information along with a designation for already registered advertising information stored in said advertising database or along with the unregistered advertising information.

5. (ORIGINAL) An advertising device according to claim 4, further comprising notification means, for accepting from the second computer requests for access to detailed information corresponding to the first advertising information, and determining whether or not detailed identification information contained in the first advertising information is stored in said advertising database and if not stored, notifying the second computer to that effect.

6. (ORIGINAL) An advertising device according to claim 4, further comprising:

an access database for storing computer identification information, detailed identification information, and access counts or access frequencies from a computer to the detailed information; and

access database updating means for determining whether or not the first computer has accessed first detailed information specified by first detailed identification information included in the first advertising information and in response to the determination results updating said access database.

7. (ORIGINAL) An advertising device according to claim 6, further comprising:

an incentive database for recording the detailed identification information, incentive information specifying incentives to be awarded to the users, and award conditions for awarding the incentives; and

incentive awarding means for consulting said access database and said incentive database, determining whether or not the first computer has fulfilled any of the award conditions, and if fulfilled, sending to the first computer incentive information correlated with any such fulfilled award condition.

8. (ORIGINAL) An advertising device according to claim 6, further comprising:

an advertising fee database for recording access counts or access frequencies, and advertising fees corresponding to the access counts or access frequencies; and

advertising fee calculation means for

consulting said access database and said advertising fee database,

calculating the access count sum total, or the access frequencies, to the first detailed information, and

reckoning in response to the calculation results advertising fees for the first advertising information.

9. (ORIGINAL) An advertising program for making function a computer for broadcasting advertisements to computers on a network, operated by users, including a first computer operated by a first user and a second computer operated by a second user, the advertising program making the computer function as:

status administration means for administrating the status of the users including the first user and the second user, and for receiving from the first computer and broadcasting to the second computer the status of the first user;

an advertising database for correlatively recording resource identification information specifying resources on the network with advertising information including image data for the advertisements;

advertising acceptance means for accepting from the computers one selected from

unregistered advertising information to be recorded in said advertising database and designations of already registered resource information included in the resource identification information, and

unregistered resource identification information to be recorded in said advertising database;

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storing means for storing in said advertising database information accepted by said advertising acceptance means;

resource receiving means for receiving from the first computer first resource identification information specifying a first resource included in the resources the first user is using;

extraction means for extracting from said advertising database first advertising information included in the advertising information and corresponding to the first resource identification information received by said receiving means; and

broadcast means for broadcasting to the second computer said first advertising information extracted by said extraction means.

10. (ORIGINAL) An advertising display method for utilization by user-operated, network-interconnected computers including a first computer operated by a first user and a second computer operated by a second user, the advertising display method including:

a status broadcast step of transmitting, from the first computer to an advertising computer administrating status of users including the first user and the second user, status of the first user for allowing broadcast to the second computer;

a resource detection step of detecting resource identification information specifying a first resource the first user is using, being a resource on the network;

a resource transmission step of transmitting to the advertising computer first resource identification information detected in said resource detection step;

an advertising reception step of receiving from the advertising computer first advertising information relating to the first resource identification information, and including advertising image data; and

an advertising display step of displaying as the first user status the advertising image data included in the first advertising information.

11. (PREVIOUSLY PRESENTED) An advertising method using a status information administration system wherein a plurality of user terminals is interconnected via a network, information on user status sent from one of the plurality of user terminals is acquired and administrated for each user, look-up requests for status information designating at least one user are received, and administrated user status information correlated with the users is sent to requestor user terminals, the advertising method comprising:

detecting information identifying a network resource requested from one of the plurality of user terminals and correlatively recording the detected information with user information

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identifying a user using the user terminal;

accepting a status information look-up request designating at least one user from one of a plurality of user terminals, acquiring network resource identification information correlatively recorded with the user designated by the status information request, and acquiring and sending to the look-up requestor user terminal advertising data correlatively stored for each network resource on receiving requests in advance from an advertiser terminal device; and

updating advertising data look-up conditions for each consulting user or for each advertising data item, and, in accordance with the look-up conditions, generating incentive information for each consulting user and reporting it to each consulting user, or calculating an advertising fee for an advertiser and reporting invoice data on the advertising fee to the advertiser's terminal, when it is detected in the requestor user terminal that the advertising data has been consulted.

12. (PREVIOUSLY PRESENTED) A method for advertising, comprising:

transmitting advertisement information from a first computer to a second computer, in response to the first computer browsing web information.

13. (NEW) An advertising method for broadcasting advertisements to user-operated, network-interconnected computers including a first computer operated by a first user and a second computer operated by a second user, the method including:

correlatively storing information pertaining to the first user and the second user wherein said second user is desirous of subscribing to a first user's status.

14. (NEW) A method for broadcasting advertisements, comprising:

allowing a first computer to connect to an advertising server, thereby allowing a second computer to have access to a status of said first computer;

receiving from said first computer an acquisition request of web content specified by a Uniform Resource Locator and storing said Uniform Resource Locator;

extracting advertising information correlated with said Uniform Resource Locator; and

transmitting said extracted advertising information to the second computer, thereby allowing said second computer to receive said extracted advertising information as status of said first computer.

15. (NEW) A method for broadcasting advertisements, comprising:

extracting as a distribution destination information pertaining to at least one other user who registered a first user who accesses a resource; and

distributing advertisement information corresponding to said accessed resource to said extracted distribution destination, thereby informing user's in said distribution destination of a status of said first user.